**ChatBot**

Concept Proposal

To begin thinking through a concept for your bot, you need to chat with other bots. A good place to start is Facebook Messenger. A number of brands, businesses, and organizations have set up chatbots to interact with their audiences. There are also a number of artistic, experimental, and entertaining bots on the platform...as well as bots that don’t do much, don’t work, or seem like a waste of time. By chatting with all sorts of bots you will learn what works and what doesn’t, informing your choice of a bot concept for this project.

Chatbots also live on websites, apps, Skype, Slack, and other platforms. Feel free to chat with bots in these places as well.

Also, before submitting your concept, please read:

Verma. (2018). [A Beginner’s Guide to Designing Smart Chatbots](https://chatbotsmagazine.com/a-beginners-guide-to-designing-smart-chatbots-5217e2196578)

Stawarczyk. (2017). [The Ultimate Cheat Sheet for Building the Best Chatbot](https://chatbotsmagazine.com/the-ultimate-cheat-sheet-for-building-the-best-chatbot-2e7ab821d3a3)

Once you have developed a concept, please submit the following:

1. A list of at least 10 bots that you chatted with while developing your concept.
2. A 1 paragraph description of your concept, addressing exactly what your bot will do.
3. A 1 paragraph justification of your bot, addressing:

* why it is a good/interesting/useful//uncanny/etc. idea?
* why it should exist?
* what specific audiences it will speak to?

Chatbot Set-Up

You will be using [SnatchBot](https://snatchbot.me/) to build your chatbot, so please sign up for an account.

Once you are registered, navigate to the My Bots tab and click on “Create Bot”. You will probably want to create a “test” bot to experiment with, and another bot to use for the project. When creating a new bot, you will be prompted to enter a name, a description of your bot, and an icon image for your bot (you can edit these things later if necessary).

You will also be asked if you want to use a template for your bot. You can use your test bot (or multiple test bots) to explore the templates and find one that will work for your bot concept.

Instruction on building a chatbot with SnatchBot will be given in class, but these resources are also available:

[SnatchBot’s documentation](https://support.snatchbot.me/docs)

[SnatchBot’s YouTube channel](https://www.youtube.com/channel/UC24rIhfmDz4rmHQcnAg53jg)

ChatBot Launch

On the day selected, your chatbot should be fully functional. This will require testing of every possible chat path afforded by the bot. Plan on at least 2-3 hours of testing, and find a friend or outside person to also test the bot. In addition, we will be peer reviewing and testing your bot in class.

Your bot will be launched to the world on a website created for the class. You and your classmates will contribute ideas toward the design and layout of the website (but you will not be responsible for creating the website itself). Your are responsible for creating some content for the website, though. Prior to the launch date, you will:

* Compose/develop at least 1 image for your bot. This image should not use previously copyrighted material or material you do not have a right to use.
* Compose a 1 paragraph bio of your bot for a general Web audience.
* Compose at least 5 social media messages to announce the launch of your bot and direct users to the website.

Reflection

As with any technical or creative project, the period after completion offers you perspective on the process and your work. In a 3 page reflection, please discuss your overall experience with this project. You may address your concept’s genesis, but please also address these questions:

* What was the most challenging part of this project?
* What was the most satisfying part of this project?
* What skills were involved in creating this project? What skills did you improve on personally?
* Does this bot concept still resonate with you now that it’s a reality?
* How/why is the bot important? (to you, to certain audiences, to the Internet, etc.)